

Table 22a

Importance of IT goods and services for increasing productivity, by selected company characteristics and innovation status: 2001

(Frequency)

Characteristic	Total	Importance			Nonresponse
		No or little	Moderate	Great	
All companies.....	72,400	4,700	21,500	46,200	S
IT.....	9,700	400	2,800	6,500	S
Manufacturing.....	3,000	S	1,200	1,700	S
Communication.....	1,600	S	400	1,100	S
Computer related services.....	5,100	S	1,200	3,700	0
Non-IT.....	62,700	4,300	18,700	39,700	S
Manufacturing.....	39,300	3,100	13,000	23,100	0
Transportation & public utilities.....	8,500	900	2,500	5,200	0
Finance, insurance & real estate.....	11,900	S	2,500	9,200	0
Engineering & AAB services.....	2,900	S	700	2,200	S
By revenue size					
\$2.5M to \$4.9M.....	26,500	1,500	8,500	16,500	S
\$5M to \$9.9M.....	17,800	1,500	5,500	10,800	0
\$10M to \$24.9M.....	16,100	1,200	4,400	10,600	S
\$25M to \$50M.....	6,000	S	1,300	4,200	0
Above \$50M.....	5,900	S	1,800	4,000	S
Innovators ¹	34,400	S	7,300	26,500	S
IT.....	7,000	S	1,800	5,000	S
Manufacturing.....	1,500	0	500	1,000	S
Communication.....	1,200	S	300	800	0
Computer related services.....	4,300	S	1,000	3,200	0
Non-IT.....	27,400	S	5,500	21,500	S
Manufacturing.....	15,300	S	3,300	11,700	0
Transportation & public utilities.....	3,700	S	800	2,700	0
Finance, insurance & real estate.....	6,900	S	1,000	5,800	0
Engineering & AAB services.....	1,500	0	300	1,200	S
By revenue size					
\$2.5M to \$4.9M.....	11,400	S	2,700	8,600	0
\$5M to \$9.9M.....	8,100	S	1,800	6,300	0
\$10M to \$24.9M.....	7,700	S	1,500	6,000	S
\$25M to \$50M.....	3,500	S	S	2,800	0
Above \$50M.....	3,700	S	700	2,900	S
Noninnovators ¹	37,000	4,100	13,800	19,000	S
IT.....	2,600	200	1,000	1,400	S
Manufacturing.....	1,500	S	600	700	0
Communication.....	400	S	S	300	S
Computer related services.....	800	S	S	500	0
Non-IT.....	34,300	3,900	12,900	17,600	0
Manufacturing.....	23,500	S	9,400	11,200	0
Transportation & public utilities.....	4,600	800	1,600	2,300	0
Finance, insurance & real estate.....	4,800	S	1,400	3,200	0
Engineering & AAB services.....	1,400	S	400	900	0
By revenue size					
\$2.5M to \$4.9M.....	14,400	1,300	5,600	7,500	S
\$5M to \$9.9M.....	9,500	1,500	3,600	4,500	0
\$10M to \$24.9M.....	8,400	S	2,900	4,500	0
\$25M to \$50M.....	2,500	S	S	1,500	0
Above \$50M.....	2,200	S	S	1,100	0

¹ Breakdowns by innovation exclude 32 cases, representing 1,100 companies, in which innovator status could not be determined. To be classified as an innovator, the company had to indicate that it had developed a product or process in the past 12 months or believed it would develop a product or process in the next 12 months as a result of IT-based innovation. The survey was conducted during the period July 2001–April 2002.

KEY: IT=information technology; AAB=accounting, auditing, bookkeeping; S=suppressed for reasons of reliability due to receiving less than 20 responses

NOTES: Responses are to question 7b: "On a scale of 1 to 10, where 1 is not at all important and 10 is extremely important, please rate the importance of IT goods and services for increasing your company's productivity?" The category "No or little importance" represents a response of 1, 2, or 3 to this question. The category "Moderate importance" represents a response of 4, 5, 6, or 7 to this question. The category "Great importance" represents a response of 8, 9, or 10 to this question. Total nonresponse consists of item nonresponse and don't know responses.

IT is defined as the hardware and software that support the production or use of computer-based information systems, the infrastructure necessary to access such information systems, or data processing services. Companies are classified as IT or Non-IT based on their 4-digit SIC number. IT Manufacturing includes companies with SICs of 3571-3579, 3651, 3661-3679, 3695, 3823-3826. IT Communication includes companies with SICs of 4812-4822, 4832, 4833, 4841-4899. IT Computer related services includes companies with SICs of 7371-7379. Non-IT Manufacturing includes companies with SICs of 2011-3569, 3581-3648, 3652, 3691-3694, 3699-3822, 3827-3999. Non-IT Transportation & public utilities includes companies with SICs of 4011-4231, 4412-4789, 4911-4971. Non-IT Finance, insurance & real estate includes companies with SICs of 6011-6036, 6081-6153, 6159, 6162-6799. Non-IT Engineering & AAB services includes companies with SICs of 8711, 8721.

SOURCE: National Science Foundation, 2001 Information Technology Innovation Survey.